

# ORDER



**Orders**  
**Order / Rev:** 199102  
**Alt Order #:** 06842561  
**Product Desc:** 8/21-8/27 SCOTT RIGELL/NRCC  
**Estimate:** 3006  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/16/12 / 08/16/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Rigell-NRCC (R)  
**Demographic:** A35-64  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN16043/SP10305

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	6	\$2,100.00	\$1,785.00
08/27/12	08/27/12	1	\$300.00	\$255.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	6	\$2,100.00	\$1,785.00	0.00
September 2012	1	\$300.00	\$255.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$2,400.00</b>	<b>\$2,040.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WVBT	6%	\$2,400.00
Market	100%	\$40,000.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	37%	\$14,800.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$16,800.00
WTVZ	9%	\$3,600.00
WVEC	6%	\$2,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/24/12	08/24/12	Fri Hour 2	CM	9-10p	----F--	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----F--			1		\$600.00		0.00				
E 2	WVBT	08/21/12	08/21/12		CM	1045-11p	-T-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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Advertiser: POL/Rigell-NRCC (R)  
Product Desc: 8/21-8/27 SCOTT RIGELL/NRCC  
Estimate: 3006

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
SPORTSWRAP M-F													
				M-F 1045-11p									
				Fox Sportswrap									
SPORTSWRAP M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----		1		\$300.00		0.00			
E 3	WVBT	08/22/12	08/22/12	M-F 1045-11p	CM	1045-11p --W----	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap									
SPORTSWRAP M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----		1		\$300.00		0.00			
E 4	WVBT	08/23/12	08/23/12	M-F 1045-11p	CM	1045-11p ---T---	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap									
SPORTSWRAP M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---		1		\$300.00		0.00			
E 5	WVBT	08/24/12	08/24/12	M-F 1045-11p	CM	1045-11p ----F--	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap									
SPORTSWRAP M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--		1		\$300.00		0.00			
E 6	WVBT	08/27/12	08/27/12	M-F 1045-11p	CM	1045-11p M-----	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap									
SPORTSWRAP M-F													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----		1		\$300.00		0.00			
E 7	WVBT	08/25/12	08/25/12	Sa 1045-11p	CM	1045-11p -----S-	:30	1	\$300.00	P2	0.00 NM	1	\$300.00
				Fox Sportswrap Sat									
SPORTSWRAPWKND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-		1		\$300.00		0.00			
											Totals	7	\$2,400.00